

Message Text

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PAGE 01 MEXICO 09018 010249Z

16

ACTION COME-00

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 9042

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E.O. 11652: N/A

TAGS: BEXP, BFOL, MX

SUBJ: IDENTIFICATION OF PROMOTIONAL EVENTS AND ACTIVITIES FOR
ELECTRONIC COMPONENTS

REF: STATE A-8129

1. EMBASSY KNOWS OF NO ELECTRONIC COMPONENTS PROMOTION ACTIVITIES
YET PLANNED FOR 1975 OR 1976. SUCH ACTIVITIES ARE NOT USUALLY
ARRANGED HERE SO FAR IN ADVANCE.

2. AS BACKGROUND INFORMATION, ASIDE FROM US. TRADE CENTER PROMO-
TIONS, THERE ARE SEVERAL EXHIBITIONS DURING 1974.

A) THE JUST COMPLETED MARKET RESEARCH STUDY ON MEXICO'S ELECTRONIC
COMPONENTS INDUSTRY NOTES BEGIN QUOTE THERE IS A 1974 NATIONAL
EXHIBITION ON MEXICO IN CONNECTION WITH THE MEETING OF THE LAFTA
TRADE DISCUSSIONS, WHICH ARE TO BE HELD IN MEXICO CITY IN APRIL/MAY
THE LAFTA COMMISSION OF NATIONAL ELECTRONICS INDUSTRY CHAMBER
(CANIECE) IS CONSIDERING AND EXHIBITION OF LOCALLY MADE COMPONENTS.
THIS HAS NOT BEEN FINALIZED YET. END QUOTE.

B) THE EXPOSICION DE LA INDUSTRIA ELCTRONICA IS TO BE HELD IN
MEXICO CITY SOMETIME IN FEBRUARY 1974 AT THE CAMARA NACIONAL
DE COMERCIO DE LA CIUDAD DE MEXICO. IT IS SPONSORED BY THE CAMARA
NACIONAL DE LA INDUSTRIA ELECTRONICA Y DE COMUNICACIONES ELECTRICAS
AND IS ATTENDED BY MEXICAN MANUFACTURERS.

C) THE FOURTH ANNUAL INTERNATIONAL COMPUTER EXHIBITION FOR LATIN
AMERICA (ICELA) IS TO HELD IN MEXICO CITY AT THE MARIA ISABEL
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PAGE 02 MEXICO 09018 010249Z

SHERATON ON JULY 23-26, 1974.

D) THE SEMANA INTERNACIONAL DE COMPUTACION PARA AMERICA LATINA (SICLA) IS ALSO BEING PLANNED FOR 1974. EMBASSY UNDERSTANDS INFORMATION CONCERNING TIME AND PLACE CAN BE OBTAINED FROM MR. SEYMOUR ROBBINS, 14W. 40 ST., NY. C., TEL. (212) 564-8714.

3. MEXICAN MANUFACTURERS ATTEND US. TRADE SHOWS IN NEW YORK, CHICAGO, ETC., INCLUDING THE IRE, IEEE AND OTHER PROFESSIONAL ORGANIZATIONS' NATIONAL CONVENTIONS.
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